

ABSTRACT

Title: Awareness of the Czech population about sporting events involving Emirates Airline

Aims: The primary aim of this thesis is to find out the awareness of the Czech population about sporting events involving Emirates Airline. The secondary aim is to then evaluate the gathered information.

Methods: The research question is answered through an experiment that entails distributing an online questionnaire to respondents as a form of quantitative method used in this dissertation. The compiled questionnaire was sent out to various groups of responders using the social network and email communication. The research lasted for three weeks in which the results were then processed by the computer technology in the MS Excel program.

Results: The responses received by the Czech population show an awareness of sport events involving Emirates Airlines in Football, Tennis and Formula 1 racing. The results gathered show there is a greater interest in the Czech population to visit Formula 1 racing. On this basis, the Czech population would like Emirates Airlines to also sponsor winter sports, especially Ice Hockey and Running Races. The Czech Republic population would recommend Emirates Airline to sponsor Czech Ice Hockey or Football Team or Tennis. Respondents also recommended to sponsor some successful Czech sportswomen and sportsmen as Petra Kvitová, Tomáš Berdych, Gabriela Koukalová and Ester Ledecká.

Key words: marketing research, Emirates Airlines, survey, sport